Woodbridge Neighborhood Development Strategy

Woodbridge Neighborhood Development Corporation

—with—

Detroit Collaborative Design Center

University of Detroit Mercy School of Architecture
Woodbridge Neighborhood Development Strategy

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Woodbridge is...
A Place that Celebrates Art and Culture.
A Place of Innovation and “Taking Risks.”
A People-Centered Neighborhood.

To assist the Woodbridge Neighborhood Development Corporation [WNDC] in the urban design analysis and community participation, the Detroit Collaborative Design Center from the University of Detroit Mercy School of Architecture [DCDC] was hired as a consultant to the WNDC. The Design Center engaged in a series of community design workshops and stakeholder meetings, which is summarized in Section 01. This booklet outlines the intentions and objectives developed by the stakeholder group, and identifies four focus areas.

Overview

| 01 | Woodbridge Workshop Process Summary          |
| 02 | Woodbridge Narratives                       |
| 03 | Development Strategy Objectives             |
| 04 | The Plan                                   |
Woodbridge Mission
The Woodbridge Neighborhood Development Corporation is dedicated to creating a diverse, vibrant residential and commercial urban environment by eliminating blight and expanding housing opportunities through rehabilitation and new construction.
Thank you to the Workshop Participants

Bill Aro
Alison Benjamin
Nick Benjamin
Pastor Henry Covington
Jerry Dajnowicz
Jennifer Fitzpatrick
Bruce Foster
Jerry Freyburg
Angie Gaabo
Jim Geary
Carl W. Goines
Reverend Yvette Griffin
Brian Hardaway
Rachel Klegon
Chuck Leonard
Cindy Lozon
Jan Pavlick
Cynthia Richards
Gary Schwartz
Mike Wilson
John Ziraldo

Participants working on aerial images to begin to layout development options.

The Detroit Collaborative Design Center was asked to collaborate with the Woodbridge Neighborhood Development Corporation because of its expertise in a unique community design participatory process. This process engaged all participants in a series of active and dynamic workshops. Stakeholders included neighborhood residents (regardless of economic background, race, religion, etc…), business owners, land/building owners, local builders, local developers, faith-based organizations, and other concerned parties. All were seen as providing a particular expertise essential to the success of the project. The intent of this process was to ensure that through these participatory workshops, the design and project criteria reflected the needs and concerns of all involved. Also, it has fostered a commitment and understanding of the project as a whole and of the necessary requirements needed for its successful completion.

Woodbridge Workshop Process Summary

Workshop One: January 20, 2007
Workshop Two/Feedback Session: June 19, 2007

Two workshops were designed for this project. Generally, Workshop One focused on visioning and alternatives for the neighborhood, while Workshop Two established feedback on the initial urban design options and considerations based on narratives developed by the stakeholders. A more complete description of the design process is presented on the next page.
Neighborhood Design Process

Workshop #1

Workshop #1 focused on envisioning potential futures of the neighborhood through a consideration of its assets. Participants used aerial images to layout initial development options.

Site Analysis

The DCDC and the WNDC performed a Site Analysis that addressed visible and hidden assets, current driving forces, potential driving forces, and other existing and potential conditions.

Narrative Study

Stakeholders were asked to develop narratives of what a day in a person’s life would be like in the year 2020. Seven “meta-narratives” were developed based on the individual ones. The Site Analysis was revisited following the Narrative Study.

Casting Call

Neighborhood Residents were invited to be a part of an informal “photo-shoot” with them as the subject of the shoot—biking, playing, strolling, sitting, lounging, working, jumping, etc.... These photos were then used in the final renderings pictured later in this booklet.

SWOT/STEAP Analysis

The Strengths, Weaknesses, Opportunities, and Threats [SWOT] of the neighborhood were analyzed and considered with Woodbridge’s Social, Technological, Environmental, Economic, and Political [STEAP] issues and assets.

Workshop #2/Feedback Session

The Narrative Study, the Site Analysis, and the SWOT/STEAP Analysis were presented at this workshop. Urban design considerations were addressed in relation to the material presented.

Conceptual Design

Using all of the information gathered above, the DCDC, with the advising input of the WNDC, began the conceptual urban design process.

Public Presentation/Feedback Session #2

To gather additional feedback for the final strategy, WNDC invited others who were unable to participate in the workshop process to a preliminary Public Presentation.

Woodbridge Springfest ‘08

The Woodbridge Springfest unveiled the first comprehensive visual presentation the neighborhoods vision. An overall development strategy, focused areas, and individual projects were presented and illustrated.
Kate (age 33) is a lawyer at a downtown firm. Jody (age 35) is an artist and the primary caregiver for their son, Joshua (age 3). They rent a house from Barb behind her hardware store on Trumbull Street (1). They are well connected in the local gay and lesbian community (2) but often feel out of place because they have a child and many others do not. Kate enjoys her job downtown (3) but wants a better connection with people in the neighborhood. Because Jody spent her twenties traveling the world, her artwork is well-known in other cities but less so in Detroit.

**Purple on Map**

Andy (age 27) recently bought his childhood home from his mother (1). He rents rooms to two college students, Stacy and Shaun, which helps cover the mortgage and provides an affordable place for them to live (2). He has a Master’s degree in Urban Planning from Wayne State University and spent the last few years working at a corporate firm that specializes in urban environments. Andy recently left the firm to pursue his interests in the development of the Woodbridge Neighborhood and in the lives of its young people. Though he has many jobs, Andy’s favorite is working as Dave’s right-hand-man (3).

**Green on Map**

Mike (age 48) and Paul (age 33) have been together for about ten years. Mike owns his own construction company (1) and has lived in Woodbridge for 25 years, renting from Dave and Lucy. Paul is a video artist and photographer for The Detroit News (2). Mike’s daughter, Isabel (age 20) is a student at Michigan State University. She is studying to be a veterinarian and works at Patterson Dog & Cat Hospital during her summers out of school (3). About three years ago, Mike and Paul adopted twin boys, DeQuan and Marcus, after the boys’ parents were killed in a car accident.

**Yellow on Map**

Dave (age 68) and Lucy (age 65) are retired schoolteachers. They do not have children of their own but have close relationships with many of their students and those who grew up in the neighborhood. Over their forty years in Woodbridge, Dave and Lucy have become two of the largest property owners in the neighborhood. After buying and fixing up the little house across the street from them, the couple gradually bought most of the houses on the block (1). Dave started hiring local high school and college students to help him during the summers, and before long, had a small construction company (2). The large, older home in which Dave and Lucy live is beginning to feel a bit too big for the two of them.

**Orange on Map**

Stakeholders were asked to develop narratives of what a day in a person’s life would be like in the year 2020. Seven “meta-narratives” were developed based on the individual ones. The Site Analysis was revisited following the Narrative Study.

**Woodbridge Narratives**

Expanded Narratives can be found in Appendix 10a
Joe (age 38), or "Super Cool Joe Jackson" as he calls himself, is known by almost everyone in the neighborhood. Upon first meeting him, people often get nervous assuming he is asking for money, but it does not take them long to realize that "Super Cool" just wants to be friends. Joe is a Gulf War Veteran with psychological injuries and has been denied government assistance. He spends most of his time traveling up and down Trumbull and helping neighbors with odd jobs. He is particularly fond of Barb; he helps her out with things around the hardware store almost every day. He grew up on his uncle's farm in West Virginia and then worked as an apprentice for some of the best vegetable farmers in the country before joining the Marines.

**Light Blue on Map**

Barb (age 47) owns a hardware store on Trumbull Street (1). Her parents started the store in the 1950s and passed it on to her after she earned a Master’s degree in Business Administration from Wayne State University. Barb is single and lives in the suburbs (2). She left the city ten years ago after being robbed at gunpoint in front of her store. Her childhood home is attached to the back of the store, and she rents it to Kate and Jody. Lately she has been missing her neighbors in Woodbridge and the overall sense of community she felt there.

**Red on Map**

This family has only lived in Woodbridge for a couple of years. They decided to move from Sterling Heights and purchase a home in Detroit (1) after Tom (age 42) got an executive position at the Detroit Department of Water and Sewerage (2). Woodbridge was a natural choice because Sharon (age 46) is a history professor at Wayne State University (3). The transition into the Detroit Public Schools has been difficult for Kevin (age 16) and Lisa (age 13). Kevin has transferred to U of D Jesuit, a Catholic high school (4), while Lisa still attends the local neighborhood school (5). For the most part, the family has been welcomed into the neighborhood with open arms.

**Dark Blue on Map**

Each narrative was overlaid on a map of the Woodbridge neighborhood. This allowed DCDC and WNDC to find areas of commonality and vibrancy.
Woodbridge Development Strategy Objectives

A Place that Celebrates Art and Culture.

A Place of Innovation and “Taking Risks.”

A People-Centered Neighborhood.

Woodbridge Driving Forces

Stakeholders identified driving forces in the neighborhood that could impact the development strategy. They are...

Active CDC:
Woodbridge Neighborhood Development Corporation (WNDC)

Neighborhood’s Connection to Arts and Cultural Assets

National Register Historic Places

Experimental Projects

Proximity to Wayne State University
Woodbridge is located in close proximity to Wayne State University, Core Cities, North Corktown, the Cultural Center District, and the developing arts district on Grand River Avenue. The strategy should encourage connections between Woodbridge and these nearby districts and among existing neighborhood assets.

The Woodbridge Neighborhood would like to preserve and rehabilitate what currently exists.

The development strategy should celebrate Woodbridge’s unique qualities by developing an identity that builds upon this uniqueness. New development should support this identity. The neighborhood would also like to build upon the strengths of its arts community and develop this further.

The Woodbridge Neighborhood would like to preserve and rehabilitate what currently exists.

Woodbridge Neighborhood will become a place that will become a model for other Detroit neighborhoods. Through its strategies for development, architectural style, and cultural activities, the plan will provide opportunities to experiment and innovate within the rich tradition of the neighborhood.

The Woodbridge Neighborhood Development Strategy will include a holistic set of programs. It will intersect the activities of live, work, and play.

**Organic Development that celebrates what is happening while encouraging neighborhood desires and needs.**
The Plan

04

A - Artist Triangle
- New Business - Art Incubators
- Future WNCC office/Gathering Space

B - NW Triangle
- Mixed income, Innovative Housing
- Wayne State Gateway via Marrick

C - Trumbull Neighborhood Commercial Corridor
- Business - Cultural Incubators
- Small-scale Retail
- Restaurants
- Cyber Café
- Police Mini Station
- Bakery

D - Eco-Village
- Core City Neighborhood Gateway

Grand River Thoroughfare Commercial
- Incubator Spaces for Creative/Tech Industries
- Larger stores
- Retail
- Restaurant
- Entertainment
- Boutique
- Car Wash
- CVS

Scripps Park Neighborhood Gateway
- Roller-skating in summer
- Ice skating in winter
Process Plan: Layered Plan including
Narrative Study, Stakeholder Input, & Activity Regions
New studios, galleries, and living spaces have activated the Grand River and Warren area, now known as the “Artists’ Triangle.” Jody’s show, inspired by her travels to South America, is opening tonight at her new studio/gallery space. This is the first time Jody has participated in the monthly Gallery Hop, and her family, Kate and Joshua, stop by before heading to Gallery 555’s courtyard to see Marcus and DeQuan’s dance performance. Kate is excited to see the boys’ father, Paul, hosting his latest outdoor photography installation, and they chat about Jody’s new gallery and the possibility of having a joint show sometime. Meanwhile, friends Barb, Dave, and Lucy meet on Merrick Street and walk to the Artists’ Triangle together. Dave and Lucy are ready for another “fixer-upper” project so they first stop by the WNDC to talk with Andy about available properties in the NW Triangle. Next door, a group of art students has opened a cooperative jewelry and clothing store, so the four of them head over to check it out before venturing out to the galleries and to get a bite to eat.

Featured Characters

- Young Family
  (Kate, Jody, Joshua)
- Single
  (Andy)
- Business Owner
  (Barb)
- Empty Nesters
  (Dace, Lucy)
- Reconstituted Family
  (Mike, Paul, Isabel, DeQuan, Marcus)
new street lighting and signage for Artists' Triangle
new exhibit and performance space in courtyard
celebrate existing art gallery
new bike lane
new planted boulevard along Grand River
new business/arts incubator spaces
new WNDC headquarters, neighborhood meeting space, and business/arts incubator
new gallery

Featured Characters
Woodbridge Business & Arts Incubator

The Woodbridge Neighborhood Development Corporation (WNDC) has recently purchased a building at 5001 Grand River Avenue. The building is located in the heart of the neighborhood’s blossoming arts community and presents the opportunity to function as a major regional gateway to the Woodbridge neighborhood and, consequently, the downtown area. By providing financial assistance to at least five for-profit micro-entreprises, WNDC intends to foster economic development through the renovation and occupancy of this building.

Artists’ Triangle: 5001 Grand River

Drawings courtesy of WNDC.
Proposed Building Improvements

- Incubator Storefronts
- WNDC Offices & Gathering Space
- Commons
- Live/Work Spaces
- Green Roof
Excerpt from Competition Statement

“The City of Detroit is embarking on a green initiative. As part of this initiative, it is looking for cutting edge solutions to vacant land usage including the potential of developing eco-villages. Consequently, it desires to have two competitions to generate ideas about how to create new forms of urban living. The first competition will be with students in local architectural schools, and the second stage competition will be with professional designers and builders. The first competition will be used to inform the second. Each student team is to design a prototype eco-village on a site in the Woodbridge neighborhood in the City of Detroit. The site is approximately five acres.”

The selected images presented in this booklet are from the student entries of the first of 2 competitions.
Sponsors:
City of Detroit
WARM Training Center
Lawrence Technological University College of Architecture and Design [LTU]
University of Detroit Mercy School of Architecture [UDM]
University of Michigan Taubman College of Architecture and Urban Planning [UofM]
University of Detroit Mercy Master of Community Development Program [UDM]
Project Intentions

Quilted Space House is a unique collaboration between the Woodbridge Neighborhood Development Corporation, the Architectural Salvage Warehouse of Detroit, and the Detroit Collaborative Design Center. Windows, doors, flooring, siding, bricks, bathroom fixtures, and kitchen cabinets were salvaged from a house that was scheduled to be demolished. As part of a student project at the University of Detroit Mercy School of Architecture, these materials were measured, analyzed, and designed into a new house for the Woodbridge Neighborhood.

Design Intentions

Celebrate reused and salvaged materials
Relate to the street and context
Respond to the ecology of the site
Integrate the interior and the exterior
The floor plan arrangement accounts for various stages of living in the house. The first floor study can be converted into a bedroom, and the second floor can be closed off. This allows for someone to live solely on one floor if needed.
Trumbull Street: Overview

On his way home from work, Andy runs into his roommate, Stacy, and Joe talking in Merrick Park. Stacy got a new dog last week and has been the hit of the park lately. Joe fills everyone in on his plans for this year’s NW Triangle community garden crop, and Stacy puts in a special request for tomatoes. Andy can’t talk long. He needs to catch Barb at her store and tell her about a business seminar going on tonight at the Java Exchange. The Java Exchange has recently opened a second Detroit location on Trumbull and provides computer stations, free wireless, and opportunities to learn about entrepreneurship and finance through in-store events. Barb is hoping to network with young entrepreneurs and mentor someone into her business, so she starts closing up shop for the night.

Sharon, a professor at Wayne State, walks from campus to meet her children, Lisa and Kevin, at the Woodbridge Media/Tech Center where Wayne State students have been tutoring them in math and science. Lisa and Kevin also like to meet friends here after school and hang out in the outdoor space on nice days. Since it’s Lisa’s birthday, the family celebrates at the Woodbridge Pub where they see Dave and Lucy. After dinner, Sharon, Lisa, and Kevin make one final stop for sweets at the bakery next door, which also shares space with a boutique.
Scripps Park

Warren

Forest

Canfield

Willis

Alexandrine

Selden

Merrick

New Media/Tech Center
In a Rehabilitated Buildings
New Merrick Park
Streetscaped Pedestrian Corridor

Renovate Homes along Trumbull

Bonnie Bridge Villas

Zen Buddhist Temple

Trumbull Plex

Woodbridge Star Bed + Breakfast

Detroit Public Library Douglass Branch

Scripps Park
new hardware store in rehabilitated building
renovated homes along Trumbull
new bakery/boutique in rehabilitated building

Trumbull Street: Conceptual Rendering

Thursday Afternoon
Featured Characters

- new bakery/boutique in rehabilitated building
- new pub in rehabilitated building
- streetscaped pedestrian corridor
- new Merrick Park
- new media/tech center in rehabilitated building
- new outdoor public space
- new ground floor storefront space (Java Exchange) and student lofts above in rehabilitated building
Northwest Triangle: Overview

Kate and Jody are running late this morning. Fortunately, they do not have far to go. Kate “commutes” to her detached office behind their house, and after a meeting a colleague at CAID for coffee, Jody and Joshua stroll to her studio in the Artist’s Triangle. Along the way, they see Dave and Lucy loading material into their car at the Architectural Salvage Warehouse. Dave and Lucy are in the throws of their latest construction project in collaboration with the WNDC, youth from the community, and Wayne State students: building a house on Hecla using all reclaimed materials.

At mid-morning Kate remembers that they are having Mike and Paul over tonight for a backyard supper; and she takes a break to drive to the Core City-Woodbridge Market on Grand River across from the Eco-Village. On her way home she stops to chat with Joe about some fresh vegetables for tonight. Joe has become the manager of the Hecla Community Garden, which provides vegetables to the NW Triangle residents. Joe provides this service in exchange for paying reduced rent to Dave and Lucy who own a couple of rental properties in the area. Kate also asks Joe to supper, making it a neighborhood party!
Area of Proposed Prototype Infill Housing
Phase I development in the Northwest Triangle

- New infill single family housing throughout NW Triangle, typ.
- New streetscape improvements and pedestrian connection along Merrick, including new landscaping and a bike lane
- New townhomes along Merrick, typ.
- Rehabilitate building for use as housing
- New streetscape improvements on Rosa Parks
- New townhomes along Rosa Parks, typ.
- Existing CAID and expanded arts campus
- New community garden
- New townhomes along Wabash

Legend: Proposed

- commercial activities
- green space activities
- community/institutional activities
- light industrial activities
- residential activities
- prototype infill housing
Northwest Triangle Mission

The Northwest Triangle scattered site infill project aims to preserve the generally sound community of Woodbridge by revitalizing a neglected section of the neighborhood through the construction of a mix of affordable and market rate housing.
**Northwest Triangle: Housing Prototype #1**

Kate, Jody, and Joshua

As Kate and Jody are raising their young son and moving into their first home, they decide to start small. Their new three-bedroom home gives them the opportunity to use one room for a studio/work space, and Joshua also has his own room. They are just as excited about their new outdoor spaces as they are the home itself. Their side yard is full of native plantings, fruits, and vegetables, and their backyard has plenty of room for Joshua to run around. They also enjoy having the pocket park on Hecla where Joshua can play.

Kate and Jody are just as excited about their new outdoor spaces as they are the home itself. Their side yard is full of native plantings, fruits, and vegetables and their backyard has plenty of room for Joshua to run around.
They chose Hardie Panel Siding for the exterior siding.
Dave and Lucy were excited to downsize their home by purchasing a home that included a second floor living area with everything they need for their lifestyle. This left the first floor free to accommodate a variety of activities. With a full kitchen and bath, the first floor becomes a great space for throwing parties, and also for friends to stay when they visit. The other half of the first floor will be used for everything from small building projects for Dave’s construction company to hosting meetings for several local community groups. The couple envisions their home becoming a makeshift community center.

Dave and Lucy also felt that including a bay window to the design reflected the tradition of the surrounding neighborhood. As a way to add supplemental space for Dave’s construction company, they choose a 1 1/2 car garage.

Northwest Triangle: Housing Prototype #2

Dave and Lucy envision their home becoming a makeshift community center.
They chose a core that allowed a second floor living space. This left the first floor free for entertaining, guest quarters, and space for Dave’s construction company.

Dave and Lucy love the history of the neighborhood. But they also desired a house that was contemporary while still fitting in. So they chose a roof that looked to the future while still reflecting the tradition of the surrounding Woodbridge community.

All new homes will have porches that continue the tradition of the existing Woodbridge homes.

They chose Hardie Panel Siding for the exterior siding.

Photo courtesy of Hardie Panel
This final Development Strategy is the culmination of a participatory community design process. The sustainability of any neighborhood lies in the hands of its residents. Thus, the success of this final strategy occurs through one resident at a time developing one project at a time. After witnessing the dynamic involvement by stakeholders throughout the process, we at the Design Center are confident that the momentum will continue. Woodbridge has already demonstrated its capacity to develop its neighborhood at both the macro and micro scales. The contents of this booklet begin to illustrate how both of these scales—the overall strategy and the individual projects—are necessary for a successful neighborhood development.

Development Plan as a tool and living document

The Woodbridge Neighborhood Development Strategy sets forth a framework of objectives aligned with the neighborhood’s vision. The Development Strategy is a “living and breathing” document that will adapt over time based on changes in development opportunities, neighborhood demographics, and funding availability.
Next Steps

Engaging Partners
The Woodbridge Neighborhood Development Corporation will forge partnerships with people and organizations whose expertise can contribute to the achievement of the Development Strategy.

Engaging Funders
The Woodbridge Neighborhood Development Corporation is currently seeking funding sources needed for the realization of the Development Strategy.

Engaging the City
The Woodbridge Neighborhood Development Corporation is already working closely with the City of Detroit to realize the Development Strategy and will continue to engage in the necessary review and approval procedures.

Phase 1 Affordable, Prototype Housing
The Woodbridge Neighborhood Development Corporation is undergoing Phase 1 of the Woodbridge Neighborhood Development Strategy, which includes the design and development of ten affordable homes in Woodbridge’s Northwest Triangle. Construction is intended to begin in 2009.
**Young Family**

Female + Female + Child  
Kate, 33 + Jody, 35 + Joshua, 3

Kate is a lawyer at a downtown firm. Jody is an artist and the primary caregiver for their son, Joshua. They rent a house from Barb behind her hardware store on Trumbull Street (1). They are well connected in the local gay and lesbian community (2) but often feel out of place because they have a child and many others do not. Kate enjoys her job downtown (3) but wants a better connection with people in the neighborhood. Because Jody spent her twenties traveling the world, her artwork is well-known in other cities but less so in Detroit.

**Short Term Goals (live + work + play)**

Kate and Jody would like to own a house with an adequate yard for entertaining and playing (4). Joshua will be starting school soon, and they would like him to attend a neighborhood school (5). As Joshua gets older, Jody looks forward to spending more time on her artwork. She needs to build relationships with the local arts community and publicly display her work. Jody is also thinking of applying for a job as head curator at one of the neighborhood galleries (6).

**Long Term Goals (live + work + play)**

Kate and Jody are striving to support Woodbridge’s range of unique lifestyles through their work. Now that Joshua is older and attending high school (7), Kate wants to open her own law firm focusing on the needs of her neighbors, while Jody dreams of having her own gallery. They are seeking a unique place to live that accommodates both business and home life (8).

The following narrative pages are reprints of actual pages produced from stakeholder narratives.
Andy recently bought his childhood home from his mother (1). He rents rooms to two college students, Stacy and Shaun, which helps cover the mortgage and provides an affordable place for them to live (2). He has a Master’s degree in Urban Planning from Wayne State University and spent the last few years working at a corporate firm that specializes in urban environments. Andy recently left the firm to pursue his interests in the development of the Woodbridge Neighborhood and in the lives of its young people. Though he has many jobs, Andy’s favorite is working as Dave’s right-hand-man (3).

Short Term Goals (live + work + play)
Andy is very excited about how he can leverage his time, talents, and experience to help make Woodbridge a more vibrant place (4). He hopes to infuse his experiences, including those gained from working in the neighborhood, into his roommates’ lives. While Andy’s various jobs may seem unconnected (5), his intention is to bring his unique viewpoint into his work so that he may influence the human condition of Detroit.

Long Term Goals (live + work + play)
Andy wants to find a way to weave together all of his interests (work, volunteering, mentoring, etc.) into a rewarding career (6). Andy is also interested in finding a woman who shares his passions and drive—someone with whom he could spend the rest of his life. As he continues to help other families in Woodbridge, Andy wants his neighbors to have the same opportunities that were available to him growing up in the area.

Joe, or “Super Cool Joe Jackson” as he calls himself, is known by almost everyone in the neighborhood. Upon first meeting him, people often get nervous assuming he is asking for money, but it does not take them long to realize that “Super Cool” just wants to be friends. Joe is a Gulf War Veteran with psychological injuries and has been denied government assistance. He spends most of his time traveling up and down Trumbull and helping neighbors with odd jobs. He is particularly fond of Barb; he helps her out with things around the hardware store almost every day (1). Joe has about half a dozen spots where he lays his head at night, ranging from a room in back of the hardware store to the space underneath a family’s porch (2). He helps this family with its gardening, a special talent he is known for in the neighborhood, and the family sometimes invites him in for breakfast. He grew up on his uncle’s farm in West Virginia and then worked as an apprentice for some of the best vegetable farmers in the country before joining the Marines.

Short Term Goals (live + work + play)
Joe is very thankful for all of his friends in Woodbridge but wants to show them how much more he has to offer (3).

Long Term Goals (live + work + play)
Joe wants to have a place to call his own, maybe even a small farm in the city (4).
Business Owner

Barb, 47

Barb owns a hardware store on Trumbull Street (1). Her parents started the store in the 1950’s and passed it on to her after she earned a Master’s degree in Business Administration from Wayne State University. Barb is single and lives in the suburbs (2). She left the city ten years ago after being robbed at gunpoint in front of her store. Her childhood home is attached to the back of the store, and she rents it to Kate and Jody. Lately she has been missing her neighbors in Woodbridge and the overall sense of community she felt there.

Short Term Goals (live + work + play)
Barb knows that her business’ facility and technology are outdated. She is looking for simple, inexpensive ways to bring the business up-to-date while acknowledging that so much of what makes her business special is its non-corporate environment. She would also like to spend more of her spare time in Woodbridge again (3).

Long Term Goals (live + work + play)
Though still somewhat scared, Barb would like to move back to Woodbridge. She is looking for a nice condominium apartment with little maintenance (4). She is also very concerned about the future of her business. She employs a couple of local people, such as “Super Cool Joe Jackson,” but does not feel that any of them can carry the business into the next generation. She needs to find a young, talented entrepreneurial spirit to mentor into the business (5). Barb would also really love to have a man with whom to spend her life.

Reconstituted Family

Mike, 48 + Paul, 33 + DeQuan + Marcus, 8 (twins)

Mike and Paul have been together for about ten years. Mike owns his own construction company (1) and has lived in Woodbridge for 25 years, renting from Dave and Lucy. Paul is a video artist and photographer for The Detroit News (2). Mike’s daughter, Isabella, is a student at Michigan State University. She is studying to be a veterinarian and works at Patterson Dog & Cat Hospital during her summers out of school (3). About three years ago, Mike and Paul adopted twin boys, DeQuan and Marcus, after the boys’ parents were killed in a car accident. DeQuan and Marcus’ parents had been close friends of Mike and Paul. The boys have had some difficulty relating to the other kids in school after losing their parents (4). Mike’s business is enjoying some relative success for the first time in a few years.

Short Term Goals (live + work + play)
Though Mike resisted for a long time, the couple has decided to buy a house. Mike and Paul do not want to leave Woodbridge and hope to buy the house in which they live, as it fits their lifestyle so well (5). It has a large garage that Mike uses for his workshop and an apartment above the garage where Isabella stays when she’s in town. The family is seeking ways to help the twins better relate to other kids in the neighborhood (6).

Long Term Goals (live + work + play)
Paul felt unfulfilled at 2720 Vine for a while, but stuck it out until Mike’s business stabilized. Paul can now pursue his dream of owning a photography and video production studio. The couple plans to convert part of the space above the garage into a studio for Paul.

Appendix #1: Expanded Narratives
Empty Nesters

Male + Female
Dave, 68 + Lucy, 65

Dave and Lucy are retired schoolteachers. They do not have children of their own but have close relationships with many of their students and those who grew up in the neighborhood. Over their forty years in Woodbridge, Dave and Lucy have become two of the largest property owners in the neighborhood. After buying and fixing up the little house across the street from them, the couple gradually bought most of the houses on the block (1). Dave started hiring local high school and college students to help him during the summers, and before long, had a small construction company (2). The large, older home in which Dave and Lucy live is beginning to feel a bit too big for the two of them.

Short Term Goals (live + work + play)
Dave and Lucy have been retired for a few years. They are so tied to their neighborhood interests (2) that they do not travel or participate in the activities of their other retired friends. They have recently given up their ambitious, young neighbor, Andy, more responsibility in managing their properties and will continue transitioning responsibilities to him (4).

Long Term Goals (live + work + play)
Dave and Lucy want to be truly retired and move into a smaller home (5). They also want to sell their properties to people who will continue their legacy of helping out one another as neighbors. Several of their properties are single-family homes, and the couple hopes to sell the houses to the families who currently live in them. Although financing will be difficult, Dave and Lucy hope to sell the rest of the buildings to Andy.

Live + Work + Play in Woodbridge - Empty Nesters

Nuclear Family

Male + Female + 2 Children
Tom, 42 + Sharon, 46 + Kevin, 16 + Lisa, 13

This family has only lived in Woodbridge for a couple of years. They decided to move from Sterling Heights and purchase a home in Detroit (1) after Tom got an executive position at the Detroit Department of Water and Sewerage (2). Woodbridge was a natural choice because Sharon is a history professor at Wayne State University (3). The transition into the Detroit Public Schools has been difficult for Kevin and Lisa. Kevin has transferred to U of D Jesuit, a Catholic high school (4), while Lisa still attends the local neighborhood school (5). For the most part, the family has been welcomed into the neighborhood with open arms.

Short Term Goals (live + work + play)
Kevin is starting to think about college, and Lisa will be attending high school soon. Kevin feels out of place in Detroit and wants to get as far away as possible. Lisa, on the other hand, is very excited about going to Cass Tech High School and meeting new friends (6). Tom and Sharon really like the Woodbridge Neighborhood and have been discussing the possibility of having another child. They are also becoming more aware of Sharon’s parents’ health issues.

Long Term Goals (live + work + play)
The family will need a bigger home with another child on the way and grandparents moving in with them (7). Tom and Sharon will be looking for good day care options since both work full time (8). Some of Tom’s friends own grocery stores and are considering partnering with Tom to open a grocery store in the Woodbridge Neighborhood (9).

Live + Work + Play in Woodbridge - Nuclear Family
2002
WNDC is founded as a committee of GCDC to address the development needs of the Woodbridge Neighborhood. It was incorporated in November 2002.

Appendix #2: Timeline

<table>
<thead>
<tr>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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<tbody>
<tr>
<td>Spring</td>
<td>WNDC begins developing a strategy for NW Triangle Infill Housing.</td>
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<tr>
<td>Fall</td>
<td>WNDC is granted 501-c3 status.</td>
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<tr>
<td>Fall</td>
<td>WNDC partners with University of Detroit Mercy’s School of Architecture and Architectural Salvage Warehouse of Detroit to develop the Quilted Space Project.</td>
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<tr>
<td>August</td>
<td>WNDC sponsors Tour de Troit.</td>
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</tbody>
</table>

The first Deloitte Day of Impact is held in the neighborhood, including a neighborhood cleanup and the replacement of a roof on a local home.

The inaugural Woodbridge Summerfest is held.
June: The Deloitte Day of Impact is held for the second consecutive year. Projects include the repair of the pergola in Scripps Park, the construction of the Carnegie House Gallery, and the construction of a convertible stage for the Woodbridge Summerfest.

Summer: WNDC is awarded the CDBG Predevelopment Contract for Phase I of NW Triangle Infill Housing.

Jan 20: A Workshop is held as part of the development of the Woodbridge Neighborhood-NW Triangle Plan.

Spring: A call for submissions is launched seeking narratives from residents as part of the development of the Woodbridge Neighborhood-NW Triangle Plan.

June: The Deloitte Day of Impact is held. Projects include the preparation of materials for the Quilted Space House.

June 19: A Feedback Session is held in conjunction with the development of the Woodbridge Neighborhood-NW Triangle Plan.

August: WNDC acquires the 5001 Grand River property.

Fall: WNDC develops the Woodbridge Business and Arts Incubator concept at 5001 Grand River.

Fall: WNDC sponsors Tour de Troit.

Feb 18: A Feedback Session is held for the NW Triangle Infill Housing project.

May: The Woodbridge Leverage/Springfest is held.

Spring: The EcoVillage Competition is held in collaboration with the University of Michigan, Lawrence Technological University, the University of Detroit Mercy, City of Detroit, and WARM.

Spring: WNDC is awarded HOME Funds for NW Triangle Infill Housing, Phase I.

Summer: WNDC develops a Neighbor Skills Database.
An extensive site analysis was conducted to understand the existing conditions and context of the neighborhood. The following diagram illustrates existing neighborhood assets, land use, and driving forces that could impact development in the neighborhood, including vacant land, green space, experimental properties and developments, galleries, housing, and cultural and commercial institutions.